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我国文化产业国际竞争力比较

The Comparison of the International Competitiveness of  
Cultural Industry in China

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## 摘要

在经济全球化背景下，文化经济与其影响力已经成为综合国力的重要内容。从世界范围看，不少发达国家的文化产业作为新兴的朝阳产业成为了国家的主导产业，越来越多发展中国家的文化产业也逐渐成为国民经济新的增长点。随着国际文化产品市场的进一步开放，国际市场上文化产业竞争也日益激烈。发达国家的文化产业已经积累了一定的发展经验，其产业发展都有自己成熟的一套体系，并且在世界市场上占据了有利的竞争地位。我国作为一个文化资源大国，具有发展文化产业的良好机会，然而文化产业发展却严重滞后，文化产品出口形势不容乐观，呈贸易逆差状态，与发达国家文化产业相比，中国文化产业竞争力明显处于弱势地位，这与我国的经济大国和历史悠久的文化大国身份极不相称。

本文借助于产业竞争力相关理论和贸易理论的分析方法，探讨我国文化产业在国际竞争日益激烈的新形势下如何加快发展，提升自身竞争力的问题。本文首先通过对世界的文化产业发展特点及中国文化产业现状进行概述，结合各国文化产品进出口数据，对中国与其它国家的文化产业竞争力进行整体比较与评价，得出我国文化产业国际竞争力较弱的结论。其次，选取五个市场化程度相对较高、最能体现文化产业区别于其他产业的文化产业核心产业—电影业、报刊业、图书出版业、音像业及广播电视业作为主体产业，运用显示性指标分别进行国际竞争力比较，得出与文化产业整体比较相一致的结论，即出口逆差严重，国际竞争力不足。最后，针对我国文化产业竞争力水平比较低的现状，从多个方面为提升我国文化产业竞争力提出了具有现实意义的发展思路。

**关键词：**文化产业；竞争力比较；发展思路

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## **Abstract**

Under the background of the economic globalization, cultural economy and its impact have become an essential part of overall strength of the country. In the world, as a newly-emerging rising sun industry, the cultural industry in many developed countries becomes national mainstream industry, while in more and more developing countries; this cultural industry is reaching its new growth peak in the national economy. With the more opening of international cultural goods' market, the competition of cultural industry is becoming intense increasingly. The cultural industry in developed countries has gained certain experience and mature system on the industrial development, and gained the advantageous competitive position in world market. China, as a country with abundant cultural resources, has great chance to develop cultural industry. However, the development of cultural industry lags behind severely. The export status of cultural goods looks very cloudy and presents adverse balance of trade state. Compared with developed countries, Chinese competitiveness of cultural industry is on weak ground distinctly. This doesn't assort with the status that our country is an economic great power and old-line country.

Recurring to relative theory about industrial international competitiveness and trade, this paper discusses how our country steps out and improves the competitiveness under the intense international competition. Firstly, this paper presents the characteristics of cultural industry in the world and the actuality of cultural industry in our country. By combining with other countries' import and export data about cultural goods, this paper aims at whole comparison and evaluation of the competitiveness of cultural industry in China and other countries, then comes to the conclusion that the international competitiveness of cultural industry of our country is weak. Secondly, choosing five industries—film industry, newspapers and periodicals industry, publication industry, recording and video industry and radio and television industry as principal industries, which have higher marketization degree comparatively and embody cultural industry is different from other industries. This paper employs revealed indexes, compares the international competitiveness of five

industries respectively, and then gains the consistent conclusion with that of the whole cultural industry. The trade deficit of goods of the five industries is adverse. Their international competitiveness is deficient. Finally, aiming at the situation which the international competitiveness of cultural industry is deficient, this paper presents practical development thoughts to improve international competitiveness of our countries' cultural industry from several aspects.

**Key Words:** Cultural Industry; Comparison of Competitiveness; Development Thoughts

# 目 录

<b>第一章 绪论</b>	<b>1</b>
1.1 问题的提出	1
1.2 国内外相关研究成果	2
1.2.1 国外研究成果	2
1.2.2 国内研究成果	3
1.3 研究方法及内容	6
1.4 研究创新之处	7
1.5 文化产业国际竞争力评价体系的构建	7
1.5.1 理论基础	7
1.5.2 比较国家的选择	8
1.5.3 研究对象的界定	9
1.5.4 文化产业国际竞争力评价指标	9
<b>第二章 我国文化产业国际竞争力整体比较</b>	<b>11</b>
2.1 世界文化产业及文化贸易现状	11
2.1.1 发达国家文化产业发展特点	11
2.1.2 我国文化产业发展现状	12
2.1.3 世界文化贸易现状	13
2.2 我国文化产业国际竞争力整体比较	15
2.3 我国文化产业国际竞争力整体评价	19
2.4 我国文化产业国际竞争力低下的原因分析	20
2.4.1 管理体制缺乏活力	20
2.4.2 科技含量不高	20
2.4.3 文化产业人才缺乏	20
2.4.4 规模经济优势不足	20
2.4.5 法律法规不健全	21
<b>第三章 我国文化产业分行业国际竞争力比较</b>	<b>22</b>
3.1 电影产业国际竞争力比较分析	22

3.1.1 与发达国家的比较.....	22
3.1.2 我国电影产业国际竞争力的综合评价.....	26
3.1.3 我国电影产业国际竞争力低下的原因分析.....	27
<b>3.2 报刊业国际竞争力比较分析 .....</b>	<b>27</b>
3.2.1 主要发达国家及我国报刊业概况.....	27
3.2.2 报刊业显示性指标比较.....	29
3.2.3 我国报刊业综合评价.....	31
3.2.4 我国报刊业国际竞争力低下的原因分析.....	32
<b>3.3 图书出版业国际竞争力比较分析 .....</b>	<b>32</b>
3.3.1 部分发达国家与我国图书出版业概况.....	32
3.3.2 图书出版业显示性指标比较及综合评价.....	38
3.3.3 我国图书出版业国际竞争力低下的原因分析.....	39
<b>3.4 音像业国际竞争力比较分析 .....</b>	<b>40</b>
3.4.1 发达国家与我国音像业概况.....	40
3.4.2 音像业显示性指标比较及综合评价.....	42
3.4.3 我国音像业国际竞争力低下的原因分析.....	44
<b>3.5 广播电视业国际竞争力比较分析 .....</b>	<b>45</b>
3.5.1 与发达国家的比较.....	45
3.5.2 对我国广播电视业的综合评价.....	48
3.5.3 我国广播电视业国际竞争力低下的原因分析.....	48
<b>第四章 提升我国文化产业国际竞争力的发展思路 .....</b>	<b>50</b>
<b>4.1 提升我国文化产业整体国际竞争力的发展思路 .....</b>	<b>50</b>
4.1.1 进行全面的体制创新.....	50
4.1.2 推进科技创新.....	50
4.1.3 完善人才培养机制.....	51
4.1.4 建立文化产业集团.....	52
4.1.5 完善法律法规体系.....	52
4.1.6 实施品牌战略.....	53
4.1.7 实行适当保护.....	54

4.2 具有各自特色的分行业发展思路 .....	54
4.2.1 电影产业.....	54
4.2.2 报刊业.....	55
4.2.3 图书出版业.....	56
4.2.4 音像业.....	56
4.2.5 广播电视业.....	57
基本结论和研究展望 .....	59
参考文献 .....	61
后记 .....	65

厦门大学博硕士论文摘要库

## Contents

<b>Chapter 1 Introduction</b>	<b>1</b>
1.1 The background	1
1.2 The domestic and overseas relative study	2
1.2.1 The overseas study	2
1.2.2 The domestic study	3
1.3 The studying method and content	6
1.4 The innovation of the paper	7
1.5 The construction of evaluation system for the international competitiveness of cultural industry	7
1.5.1 The theoretical basis	7
1.5.2 The choosing of comparative countries	8
1.5.3 The determination of researchful object	9
1.5.4 The evaluation indexes of the international competitiveness of cultural industry	9
<b>Chapter 2 The Whole Comparison of the International Competitiveness of Cultural Industry in China</b>	<b>11</b>
2.1 The actuality of cultural industry and cultural trade in the world	11
2.1.1 The characteristic of the development of cultural industry in developed countries	11
2.1.2 The actuality of the development of cultural industry in China	12
2.1.3 The actuality of the development of cultural trade in the world	13
2.2 The whole comparison for the international competitiveness of cultural industry in China	15
2.3 The whole evaluation for the international competitiveness of cultural industry in China	19
2.4 The analysis for the reason of weak competitiveness	20
2.4.1 Lack of energy in managing system	20

2.4.2 Low technologic content.....	20
2.4.3 Lack of person with ability .....	20
2.4.4 Defficient advantage of scale-economy .....	20
2.4.5 Undound laws and legislations .....	21

## **Chapter 3 The Respective Comparison of the International**

### **Competitiveness of Cultural Industry in China . . . . . 22**

#### **3.1 The comparison and analysis of film industry .....22**

3.1.1 The comparison with the developed countries' .....	22
3.1.2 The overall evaluation for the international competitiveness of film industry in China.....	26
3.1.3 The analysis of the reason of weak competitiveness .....	27

#### **3.2 The comparison and analysis of newspapers and periodicals industry ....27**

3.2.1 The general situation of newspapers and periodicals industry in leading developed countries and China.....	27
3.2.2 The comparison of revealed indexes.....	29
3.2.3 The overall evaluation for the international competitiveness of newspapers and periodicals industry in China.....	31
3.2.4 The analysis of the reason of weak competitiveness .....	32

#### **3.3 The comparison and analysis of publication industry .....32**

3.3.1 The general situation of publication industry in several developed countries and China.....	32
3.3.2 The comparison of revealed indexes and overall evaluation .....	38
3.3.3 The analysis of the reason of weak competitiveness .....	39

#### **3.4 The comparison and analysis of recording and video industry .....40**

3.4.1 The general situation of recording and video industry in developed countries and China.....	40
3.4.2 The comparison of revealed indexes and overall evaluation .....	42
3.4.3 The analysis of the reason of weak competitiveness .....	44

#### **3.5 The comparison and analysis of radio and television industry.....45**



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